

Location Marketing Provider uberall Raises \$ 25 Million

HPE Growth Capital Leads Series B Round

San Francisco/ Berlin, February 1st, 2018. [uberall](#), the location marketing tech company headquartered in Berlin with additional offices in San Francisco, Paris, and Cape Town today announced the closing of a \$25 million Series B funding round led by HPE Growth Capital. HPE joins the existing board of investors including uberall's seed investor Project A and United Internet. The fresh capital is meant to accelerate product development and international expansion with a focus on the United States.

"uberall is one of the fastest growing Enterprise SaaS companies in Europe," comments Manfred Krikke, Partner at HPE. "The company has built a comprehensive cloud platform for digital location marketing that caters to the needs of both, large enterprises with thousands of locations as well as SME clients, which is a very large and attractive market. We are truly excited to join the uberall team as a shareholder to support them in their continued growth."

Founded in 2013, uberall has developed into a leading provider of location marketing and data management software. With a cloud-based platform developed in-house, uberall enables companies worldwide to manage multi-site information in a centralized application, the *Location Marketing Cloud*. Businesses can enrich and protect their business data in a global range of directories, maps, social networks and navigation services. uberall partners with more than 100 platforms to maximize visibility for the company's stores and enables them to interact with their customers whenever their business is mentioned online. The solution includes five products called *Control Center*, *Listings*, *Engage*, *Ads*, and *Locator*, that allow companies to transform these online interactions into offline sales.

"With the funding, we will be able to continue and even accelerate our historically outstanding growth rates. We're very happy to have the HPE team on board, the perfect partner to realize our ambitious goals", says David Federhen, Co-CEO of uberall. "We're excited about the cooperation and will work intensively on extending our range of products and further expanding our business internationally."

uberall was founded in response to the changing consumer behavior, bridging the gap between local retail and services and the digital world. According to a study from Google, 4 in 5 consumers use search engines to find local information such as store address, business hours, product availability, and directions. They often use product reviews and ratings to make their purchase decisions. About 50 percent of these consumers shop locally as a direct result within 24 hours, and already one-third of them leave an online review for future customers.

Mobile internet and the increased use of voice search have led to an ever-increasing number of search queries with local intent. Industry leaders like Google and Facebook are investing heavily in that user experience and therefore have an

enormous appetite for high-quality structured data. Up-to-date information like opening hours and an active approach to managing customer feedback are becoming key competitive advantages for local businesses.

To date, uberall counts well-known clients from different industries including Domino's, DHL Group, Vodafone, IHG, Deutsche Telekom, Thyssenkrupp, HUK Coburg, and Douglas as well as distribution partners including 1&1 Internet, Swisscom, Sensis, Vendasta, and OVH.

The transaction is subject to approval from the Federal Cartel Office of Germany.

**Source: Study by Google partnering with Ipsos MediaCT and Purchased®: "Understanding Consumers' Local Search Behavior," May 2014.*

About uberall

uberall empowers local businesses to connect with their customers online and grow their sales offline. We enable companies to manage multi-site information in a centralized application, the Location Marketing Cloud, to enrich and protect their business data in a global range of directories, maps, social networks and navigation services. This provides maximum visibility for the company's stores and enables them to interact with their customers whenever their business is mentioned online. All over the world our products, Control Center, Listings, Engage, Ads and Locator, allow businesses to transform these online interactions into offline sales.

By leveraging structured data to make online and offline work together, our products capitalize on the latest breakthroughs in personalized and geo-targeted advertising, directory listings, and reputation management to work simply and efficiently for our business customers.

uberall was founded in 2013 by David Federhen, Florian Hübner, and Josha Benner, in Berlin. It is backed by HPE Growth Capital, United Internet, Project A Ventures, and has offices in Berlin, San Francisco, Cape Town, and Paris. Its global clients and partners include Fortune 500 companies and global digital leaders. More information can be found at <https://uberall.com>.

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About HPE Growth Capital

HPE Growth Capital is an international private equity firm focused on growth capital investments in the technology sector. HPE Growth Capital was founded in 2008 and manages over Euro 400 million of committed capital with offices in Amsterdam, San Francisco, and Düsseldorf. HPE has extensive operating and investing experience in the technology sector as well as a strong network in Europe and Silicon Valley. HPE aims to team up with experienced entrepreneurs and management teams to build industry-leading companies across several technology segments. For more information on HPE Growth Capital, please visit www.hpegrowthcapital.com.

About United Internet

With 23 million fee-based customer contracts and 34.67million ad-financed free accounts, United Internet AG is Europe's leading Internet specialist. At the heart of United Internet is a high-performance "Internet Factory" with approx. 9,400 employees, of which around 2,900 are engaged in product management, development and data centers. In addition to the high sales strength of established brands such as 1&1, GMX, WEB.DE, STRATO, Drillisch, and 1&1 Versatel, United Internet stands for outstanding operational excellence with more than 57 million customer accounts worldwide.

About Project A

Project A is the operational VC that provides its ventures with capital, an extensive network, and exclusive access to a wide range of operational expertise. The Berlin-based investor makes use of the €260m in assets under its management to back early-stage companies in the digital technology space. With its unique organizational structure featuring 100 operational experts, Project A offers its portfolio companies hands-on support in the areas of Software Engineering, Digital Marketing, Design, Communications, Business Intelligence, Sales and Recruiting. The portfolio includes companies such as Catawiki, WorldRemit, Tictail, Spryker, KRY, nu3, and Wonderbly. You can find more information at www.project-a.com and on the blog insights.project-a.com.